

AGD 2020 Imaging 1

B112: TTH 11:00-2:00: Fall 2019: 3 Credit Hours

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Unless permission granted, phones, iPods, tablets, laptops, and other electronic devices must be turned off during all of Professor Jenkins' classes and exams.

Prerequisites

ART 1010 Foundations I Design, ART 1020 Foundations II Design, AGD 1000 Design Production, AGD 2010 Typography, and AGD 2030 Foundations III 3-D Design

Required Texts

Against The Clock: *Adobe Photoshop CC 2019, The Professional Portfolio*: Against The Clock, 2019: ISBN: 978-1-946396-18-1

Recommended Texts

Adobe: *Adobe Photoshop CC Classroom in a Book* 2019, ISBN: 978-0135261781
Martin Evening: *Adobe Photoshop CC for Photographers* 2018, ISBN: 978-1138086760

Internet Resources

lynda.com, <http://tutorialed.com/tutorials/Photoshop/1>,
www.photoshoproadmap.com/Photoshop-tutorials, youtube.com,
creativepro.com

Tentative Course Schedule (Project deadlines on page 3.)

Monday, Aug. 19	Classes begin.
Friday, Aug. 23	Fall convocation.
Tuesday, Aug. 27	Last day to add or drop a class.
Monday, Sep. 2	Labor Day holiday.
Friday, Oct. 11	Mid-term grades due.
Mon.–Tues., Oct. 14–15	Fall break.
Monday, Nov. 11	Veterans Day holiday.
Monday, Nov. 18	Last day to drop a class w/WP or WF.
Wed.–Fri., Nov. 27–29	Thanksgiving holiday.
Wednesday, Dec. 4	Last day of class.
Thurs., Dec. 5–12	Exam week.

FINAL: 2:00 P.M., THURS., APRIL 25.

Bachelor of Fine Arts in Graphic Design Goals

This course includes learning outcomes that are part of the Methodist University Bachelor of Fine Arts in Graphic Design program, and addresses goals 1 through 4 from the mission statement (see page 4).

Course Description

Imaging I offers students an introduction to the technical and formal issues of photography and raster image software processes as they relate to visual communications. Terminology and photographic history within the context of graphic design production is covered. This course includes projects in raster image manipulation for print and screen. With the underlying goal of creative expression, students will learn how to make images using digital tools.

Learning Objectives

Students will develop skills in Adobe Photoshop through step-by-step tutorials within the required text. These tutorials will develop the traditional and digital production understanding for two-dimensional image projects. Because these projects are focused on process and production in a computer environment, the students will also be assigned a variety of projects that will build their conceptual and critical thinking skills, providing opportunities for portfolio pieces. Each project will culminate in a class discussion/critique to: offer constructive criticism and guidance for suggested rework of the projects; to build the students' design vocabulary and ability to discuss their own (and others') works; and to extend deserved praise when appropriate.

Assignments, Projects and Exams

READING ASSIGNMENTS: The Against The Clock text will be used for the tutorial projects with in-class reviews upon completion of each. Other highly-recommended reads would include *Communication Arts* magazine, especially the Illustration annual (May issue). Also—for photographic inspiration—the photography annual (July issue).

PROJECT ASSIGNMENTS: Projects within the Against The Clock text will be worked on independently outside of class. As the "Grade Assignment" section (below) shows, the book's projects are 20% of the final grade. This places the importance on the design projects assigned in class (60% of final grade). Each class project also requires submission of electronic files—**without this, the project will not be graded**. Projects may be used—with credits to the creator—on MU's or Professor Jenkins' websites, or other promotional material for the University.

You will be required to keep a process book that gathers all of your thoughts, sketches, writing, and image reference into one sketchbook. The book should be no smaller than 8.5" x 11" with 100 plain pages (e.g., <http://www.dickblick.com/items/10350-1011/>). Maintaining an active process book is a crucial component of good studio work. Think of this as a physical collection of your thought process/research. Compile thoughts and images related to your projects. Sketches, writing, printed photos, magazine cutouts, textures, typefaces, colors, articles—anything related to your concept. **Your book will be reviewed for grading. At least 10 pages of process documentation are required per project.** You must include original concept drawings and notes from sessions with classmates (include their names) and/or the instructor.

Grading Scale

The following scale is used in all of Professor Jenkins' courses:

A	97-100	B	88-89	C	80-81	D	72-74
A-	93-96	B-	85-87	C-	77-79	D-	70-71
B+	90-92	C+	82-84	D+	75-76	F	0-69

Grade Assignment

CLASS PROJECTS:

number of projects divided equally 60%
(MUST INCLUDE DIGITAL FILES)

TEXTBOOK PROJECTS:

created over the course of the semester 20%

FINAL PORTFOLIO:

Improvements of all projects from semester 20%
(MUST INCLUDE DIGITAL FILES)

MID TERM AND FINAL: Mid term grades are an average score of projects to date. The final is a professionally-presented portfolio of all of the projects from this course. The final will be a re-submission of the projects after class critique discussions have been considered and incorporated. **STUDENTS ARE EXPECTED TO TAKE CRITIQUES AND INITIAL GRADING SERIOUSLY WHEN REWORKING PROJECTS FOR THEIR FINAL. RESUBMISSION OF THE SAME WORK TURNED IN ORIGINALLY—WITHOUT ALTERATIONS AND IMPROVEMENTS—WILL RESULT IN A FAILING GRADE FOR THE FINAL EXAM.** The portfolio submission will count as 20% of the final grade.

IMPORTANT: Final Portfolio

A professionally-presented portfolio of projects will be turned in for the final exam. The portfolio must be accompanied with electronic final files. **MAKE SURE TO TEST YOUR FILES. YOU WILL RECEIVE A ZERO FOR THE PORTFOLIO IF THE FILES ARE INAPPROPRIATELY SAVED OR FAIL TO OPEN.** The portfolio submission for your final is extremely important. You should be able to show this work when you graduate and interview for a job. Each of the required projects should be evaluated, improved, or even replaced with a superior project from the original. Make improvements based on your notes and grade sheets. Each portfolio project will be graded equally for the final. If all are excellent, they will add up to a perfect 20% of your final grade. **IF YOU NEGLECT TO IMPROVE THE PROJECTS, YOU WILL RECEIVE NO CREDIT FOR THE FINAL. SO, EVEN IF YOU ORIGINALLY HAD AN "A" AVERAGE, YOUR FINAL GRADE COULD FALL TO "C". THE ONLY PROJECTS ACCEPTED UNCHANGED WOULD BE THOSE WITH A PERFECT SCORE AND NO SUGGESTIONS FOR IMPROVEMENT ON THE ORIGINAL GRADE SHEET.** Don't wait—**work on project improvements throughout the semester.**

You must have an external hard drive for daily backups (1 TB minimum suggested—one drive should work for all Mac lab courses). **PROJECTS WILL NOT BE SAVED ON MU'S SERVER.**

Attendance Policy

STUDENTS ARE ALLOWED UP TO FOUR (4) ABSENCES—EXCUSED OR UNEXCUSED. Tardies or leaving early: **FOUR WILL COUNT AS ONE ABSENCE.** Absence resulting from participation in an MU athletic event must be announced by the coach in advance. Although a valid excuse, this will still count as one of the four allowed absences—class attendance should be evaluated early to make sure such conflicts are minimal and regular attendance is otherwise possible. **MAKE SURE YOUR COACH UNDERSTANDS THE NUMBER OF ALLOWED ABSENCES. THIS MAY NOT FOLLOW LEVEL 1000 COURSE NORMS.** It is the student's responsibility to keep track of their absences. Don't expect others to keep track and inform you. **GREATER THAN 4 ABSENCES = "F." PERIOD.**

Technology

This course will integrate the use of instructional technology. Examples of instructional technology include Smartboards, response systems (clickers), audio and video systems, computers, instructional software, Blackboard, digital cameras, lecture capture software, etc. Specifically, in this course, we will integrate the use of Apple computers, Epson and Ricoh printers, an Epson scanner, Adobe, and Apple software.

Mandatory Student E-mail

An e-mail account (ending in @student.methodist.edu) will be created for all Methodist University students. **ALL STUDENTS ARE RESPONSIBLE FOR CHECKING THEIR E-MAIL DAILY FOR MESSAGES FROM THE UNIVERSITY.** All official University information (e.g., grades, academic notices, campus calendars, attendance policy updates, registration and financial information, etc.) will be sent electronically only. No University information will be sent to any other e-mail address. **PROF. JENKINS REQUIRES YOU CHECK THIS E-MAIL ACCOUNT PRIOR TO EACH CLASS FOR CANCELLATIONS, MEETING PLACES, FIELD TRIPS, ETC.**

Students with Disabilities

If you are a student with a disability, please contact Charmagne Williams, Coordinator of Accessibility and Disability Services at 630-7402 as soon as possible in order to make the necessary arrangements. Any student requiring accommodations due to one or more disabilities must bring appropriate documentation to Methodist University Office of Accessibility and Disability Services no later than the first week of classes during the semester in which the accommodations are required. Accommodations cannot be initiated retroactively.

Honor Code

In the pursuit of academic studies at Methodist University, every student has the responsibility of obeying the Honor Code, which prohibits cheating (including plagiarism), theft, and academic misrepresentation. Each student is responsible for becoming familiar with the Honor Code. Refer to the index entry of your academic catalog: "Honor Code." **PROF. JENKINS' POLICY IS TO FAIL PROJECTS INVOLVING PLAGIARISM, AND POSSIBLY FAIL THE STUDENT FOR THE ENTIRE COURSE.**

Against The Clock textbook project schedule

Following are the due dates for on-screen review of the textbook projects. Have these projects completed and ready to review at the FIRST of the following class dates:

The Photoshop User Interface	Thursday, Sep. 5
Project 1: Composite Movie Ad	Thursday, Sep. 12
Project 2: Vintage Car Montage	Thursday, Sep. 26
Project 3: Menu Image Correction	Thursday, Oct. 10
Project 4: City Promotion Cards	Thursday, Oct. 24
Project 5: Calendar Cover	Thursday, Nov. 7
Project 6: Advertising Samples	Tuesday, Nov. 19
Project 7: House Painting	Tuesday, Dec. 3

The above dates are absolute deadlines. But, try to finish these projects sooner when possible. Some of what you learn can come into use with the class projects this semester!

POSSIBLE BONUS:

The seven projects above **WILL NOT BE ACCEPTED AT A LATER DATE**, so keep up with the schedule! If you *do* miss *one* deadline with these, I will accept Project 8 in the book to replace the one you missed, as long as it is also turned in for review on **Tuesday, Dec. 3**. If you have completed all 7 during the semester as scheduled, *you can also complete Project 8 for extra credit.*

Professor Jenkins' project schedule

Following are the due dates for on-screen review of the studio projects. Have these projects completed and ready to review at the FIRST of the following class dates:

Project 1: Biomechanics	Tuesday, Sep. 10
Project 2: Public Service Billboard	Tuesday, Sep. 17
Project 3: Rorschach Album Cover	Thursday, Sep. 26
Project 4: Dreamscape Self Portrait	Thursday, Oct. 17
Project 5: Web Interface	Thursday, Nov. 7
Project 6: Movie Poster	Tuesday, Dec. 3

These **WILL NOT BE ACCEPTED AT A LATER DATE**, so keep up with the schedule! (No possible extra credit.)

Your final portfolio will be improvements, corrections or replacements of ALL SIX PROJECTS.

PORTFOLIO PROJECTS TO BE PROUD OF!
This is a 2000 level course, but these projects will not be repeated in other classes. There is no reason why these projects can't all be in your portfolio at graduation!

Mission statement

The Methodist University Bachelor of Fine Arts in Graphic Design program prepares students for informed practice in the field of graphic design. The program examines areas such as design history, theory, and criticism to allow its students to make lasting contributions through critical thinking, scholarship and innovation. Traditional and digital instruction within graphic design, imagery, and production will allow students the practical and conceptual skills necessary for art creation across both print and electronic media. The program instills the command of visual language through the students' newfound approach to design theory, technology, and their own imagination.

Graduates from Methodist's B.F.A. in Graphic Design program will be able to conceptually and practically create traditional and digital design, typography, and imagery for solutions that meet the objectives of their employers, and/or clients. The program is also a preparation for graduate studies in graphic design.

To this end, the major's coursework will have the following distribution of **specific goals**:

1. To meld liberal arts studies from the MU core with art and design history, providing the context for stimulating intellectual and creative inquiry.
2. To provide foundations and upper-level studio coursework which will develop the students' capacities for all stages of graphic design from conceptualization and aesthetics through craftsmanship of final projects. The coursework will develop the their creativity and time- and project-management skills.
3. To provide critiques and discussion—with input from both professors and peers—within each studio course. The expectation is that constructive input is received openly and considered within project revisions, as designers have an enormous curiosity about learning different things.
4. To impart a working knowledge of current industry-standard graphic design software and hardware for production skills and efficiency upon graduates' employment.
5. To provide professional work experience in the design industry through internships, and/or coursework for off-campus clientele. This will refine the students' portfolios while enhancing their design vocabulary and communication skills.

Expectations

To meet the previously stated goals, Methodist University Art Department faculty expect students to exhibit behaviors and attitudes characteristic of serious study, such as:

- Intellectual curiosity that extends beyond the professor-defined parameters of coursework;
- Evidence of self-motivated strategies for absorbing literature and critical discourse in the discipline;
- Ability to analyze and synthesize concepts and information from a variety of sources and to apply them in the exploration of visual communication problems;
- Creative insight, demonstrated talent, and the required production abilities; and
- Commitment to their chosen career as demonstrated by time investment, level of inquiry, thoroughness and thoughtfulness of investigation, and responsiveness to faculty and peer evaluations.

Student Learning Outcomes

Students within the Bachelor of Fine Arts in Graphic Design program at Methodist University will benefit from the following measurable outcomes from their coursework:

1. The ability to research, and to create notes and sketches to form unique solutions which address the assignments' goals. This capacity will be measured by the students' notes, thumbnail sketches, and their analyses of the project descriptions.
2. The capacity to verbally express their own ideas in an engaging way and to offer constructive criticism and possible solutions in response to the presentation of work from their peers. These abilities will be assessed throughout concept discussions, rough stages, and final presentations of assigned projects.
3. The development of conceptual design skills that lead to fresh, engaging project solutions that meet the stated objectives. Students' skills will be measured by their incorporation of design principles, proper typography, and image creation. These combinations should then resonate with their concepts to meet project goals.
4. The attention to craftsmanship with the final submissions. This evaluation will take into account their knowledge of any required hardware and software necessary for the project, as well as physical aspects including measurements, trims, folds, colors, adhesives and/or other requirements leading to portfolio-quality presentations.
5. The professionalism and responsibility exerted throughout the projects. This aspect is evaluated by the students meeting deadlines, attending classes regularly, and by providing final projects as specified including electronic versions as required.

GRAPHIC DESIGN STUDIO RUBRIC PROFESSOR: KERRY S. JENKINS

Grading Scale: A 97-100 A- 93-96 B+ 90-92 B 88-89 B- 85-87 C+ 82-84 C 80-81 C- 77-79 D+ 75-76 D 72-74 D- 70-71 F 0-69

Name: Student Name

Course/Project Name: Course/Project Name

Grade: A **Total Points:** 100

GRADING CATEGORIES		0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%		
INVESTIGATION	Notes, sketches and research: insight, observations, discovery	Minimal research and thumbnails. Has to ask faculty to repeat what they said during project description because they didn't take notes or keep handouts.	0	1	2	3	4	5	6	7	8	9	10	Points x 2: 20
EXPLORATION	Analysis: understanding how the pieces fit together	Student collection of research, notes and sketches is incomplete or lacking. Student's understanding of the problem is vague.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
	Synthesis: forming a unique solution to the problem	Student is unable to combine their data in a unique or meaningful way. Ideas are cliché and student relies mostly or solely on the ideas of others for inspiration.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
PRESENTATION	Verbal presentation: description of ideas, insights, and discoveries	Student does not engage their peers, speaks too softly, lacks confidence, or is unable to articulate their ideas.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
	Criticism: constructive criticism	Student does not offer their peers constructive criticism or is not engaged in the critique. Student has positioned themselves poorly and cannot see work being discussed or hear the presentation.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
	Concept: design solution	Cliché, or off-concept.	0	1	2	3	4	5	6	7	8	9	10	Points x .5: 5
DESIGN	Form: typography, color, layout, principles	Decisions not developed adequately, obvious errors or uninspired work.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
	Objectives: solution meets goals	Barely meets objectives—if at all.	0	1	2	3	4	5	6	7	8	9	10	Points: 10
PROFESSIONALISM	Craftsmanship: final project presentation	Measurements are off, poorly trimmed, eraser or other marks visible, creases, and/or adhesive failure.	0	1	2	3	4	5	6	7	8	9	10	Points x .5: 5
	Responsibility: work ethic displayed throughout project	Does not meet deadlines, poor attendance and/or gives excuses for not completing their work. Did not provide both electronic and final project as specified.	0	1	2	3	4	5	6	7	8	9	10	Points: 10

Notes: Your project ...

I have read, understood, and agreed to this course syllabus for AGD 2020 Imaging I.

I am signing below to verify the statement above and to be allowed in Professor Jenkins' course.
I understand this copy must be signed and returned to Professor Jenkins to attend his next class.

Student name (printed)

Student signature